AMENDMENTS TO THE CLAIMS

1-103. (Cancelled)

104. (Currently Amended) A method comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

105. (Previously Presented) The method of Claim 104, wherein the content comprises video entertainment programming.

106. (Previously Presented) The method of Claim 104, further comprising receiving updated demand data indicating which full content has been stored by the client.

107. (Previously Presented) The method of Claim 104, further comprising receiving updated demand data indicating which full content has been consumed by the client.

108. (Previously Presented) The method of Claim 104, further comprising prioritizing the content in response to the demand data received from the client and wherein broadcasting full content comprises broadcasting full content prioritized.

109. (Currently Amended) The method of Claim 104, wherein the demand data in response ~~feedback~~ to the content descriptors is automatically generated transparent to the client based on an amount of content consumed by the client and wherein the further demand data is generated manually by the client.

110. (Previously Presented) The method of Claim 104, wherein receiving demand data comprises receiving a demand table, wherein the demand table is determined based on rankings of the content descriptors and existing content at a client.

111. (Previously Presented) The method of Claim 104, wherein the content descriptors include metadata to describe the content.

112. (Previously Presented) The method of Claim 104, wherein the received further demand data includes feedback received from the client, the feedback including a demand indicating a level of desirability for the content.

113. (Previously Presented) The method of Claim 104, further comprising broadcasting a content descriptor schedule signal to the client to indicate that a content descriptor file is to be broadcast at a specified broadcast time and wherein broadcasting content descriptors comprises broadcasting content descriptors at the specified broadcast time.

114. (Currently Amended) A machine-readable medium comprising instructions stored thereon which when executed, cause a machine to perform operations comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

115. (Previously Presented) The medium of claim 114, wherein the demand data received from the client is received in a batch.

116. (Currently Amended) The medium of claim 114, wherein the demand data received from the ~~frin the~~ client is received staggered, wherein the staggering is based on a last time the client sent feedback to the server.

117. (Previously Presented) The medium of Claim 114, wherein the content comprises video entertainment programming.

118. (Previously Presented) The medium of Claim 114, further comprising receiving updated demand data indicating which full content has been stored by the client.

119. (Previously Presented) The medium of Claim 114, further comprising receiving updated demand data indicating which full content has been consumed by the client.

120. (Previously Presented) The medium of Claim 114, further comprising prioritizing the content in response to the demand data received from the client and wherein broadcasting full content comprises broadcasting full content prioritized.

121. (Currently Amended) A system comprising:

a server coupled to a client, the server having a storage medium and an integrated circuit coupled via a bus including a multi-drop bus, wherein the system is configured to perform operations comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

122. (Previously Presented) The system of Claim 121, wherein the operations further comprise receiving updated demand data indicating which full content has been stored by the client.

123. (Previously Presented) The system of Claim 121, wherein the operations further comprise receiving updated demand data indicating which full content has been consumed by the client.

124. (Previously Presented) The system of Claim 121, wherein the operations further comprise prioritizing the content in response to the demand data received from the client and wherein broadcasting full content comprises broadcasting full content prioritized.

125. (Currently Amended) An apparatus comprising:

a network including a first computer system coupled to a second computer system, the first computer system to perform operations comprising:

broadcasting content descriptors to the second computer system, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

receiving demand data from the second computer system in response to the content descriptors;

broadcasting further content descriptors to the second computer system in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content corresponding to the further content descriptors;

receiving further demand data from the second computer system in response to the further content descriptors; and

broadcasting the full content to the second computer system corresponding to some of the further content descriptors in response to the further demand data for presentation on a device associated with the second computer system;

the second computer system to perform operations comprising;

generating demand data transparent to a user of the second computer system in response to the received content descriptor to send to the first computer system;

generating further demand data using manual user inputs in response to the received further content descriptor to send to the first computer system; and

presenting the full content.

126. (Previously Presented) The apparatus of Claim 125, wherein the demand data is automatically generated transparent to a user of the second computer system based on the amount of content consumed by the second computer system.

127. (Previously Presented) The apparatus of Claim 125, wherein the demand data comprises a demand table, wherein the demand table is determined based rankings of prioritized content based on user interests and existing content at a client, wherein the demand table is created and updated at the second computer system in response to filtering the prioritized content received from the first computer system.

128. (Previously Presented) The apparatus of claim 125, wherein the first computer system comprises a server, and the second computer system comprises a client.

129. (Previously Presented) The apparatus of claim 125, wherein the demand data received from the second computer system in a batch.

130. (Currently Amended) A method comprising:

receiving content descriptors at a client from a broadcaster, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

generating demand data at the client in response to the content descriptors;

sending the demand data to the broadcaster;

receiving further content descriptors at the client in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content;

generating further demand data at the client in response to the further content descriptors corresponding to the further content descriptors;

sending the further demand data to the broadcaster; and

receiving the full content at the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

131. (Previously Presented) The method of Claim 130, further comprising maintaining a demand data table at the client, updating the demand data table as content is consumed, and wherein generating demand data comprises using the demand data table,.

132. (Previously Presented) The method of Claim 131, further comprising selectively storing the full content according to the demand data table.

133. (Previously Presented) The method of Claim 131, wherein the demand table is created and updated at the client in response to filtering content based interests of a current user at the client, user behavior of a previous user at the client, and content consumption at the client.

134. (Previously Presented) The method of Claim 131, wherein sending the demand data comprises sending the demand table in response to a signal received at the client from the broadcaster.

135. (Currently Amended) A machine-readable medium comprising instructions stored thereon which when executed, cause a machine to perform operations comprising:

receiving content descriptors at a client from a broadcaster, the content descriptors including only a portion of the full ~~corresponding~~ content corresponding to the content descriptors;

generating demand data at the client in response to the content descriptors;

sending the demand data to the broadcaster;

receiving further content descriptors at the client in response to the demand data, the further content descriptors also including only a portion of the full ~~corresponding~~ further content corresponding to the further content descriptors;

generating further demand data at the client in response to the further content descriptors;

sending the further demand data to the broadcaster; and

receiving the full content at the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

136. (Previously Presented) The medium of Claim 135, further comprising sending updated demand data indicating which full content has been stored by the client

137. (Previously Presented) The medium of Claim 135, further comprising sending updated demand data indicating which full content has been consumed by the client

138. (Previously Presented) The medium of Claim 135, wherein the demand data is automatically generated transparent to the client based on an amount of content consumed by the client and wherein the further demand data is generated manually by the client.